

FREQUENTLY ASKED QUESTIONS

Q: What does Breakaway Information Group do?

A: BIG offers premier business intelligence, industry analysis and marketing consulting guidance to the data storage and information infrastructure industry. We produce concise reports and other market analysis that provide key facts about pivotal developments in our focus areas.

Q: What are the core values of Breakaway Information Group?

A: BIG is dedicated to operating as an independent research company. We seek to maintain the highest integrity in our research and reports, ensuring our position as independent industry experts. All facts, forecasts and analysis are carefully checked to reflect genuine market conditions.

Q: Does Breakaway Information Group offer tailored research services?

A: BIG regularly performs customer specific assignments within our focus areas. Our projects cover market intelligence, competitive intelligence and technology innovation. We are also available for presentations at company conferences, webinars and events.

Q: Do I have to be an Advisory Services subscriber to work with your analysts?

A: BIG analysts regularly engage subscribers and non-subscribers alike. We can contract with you for custom tailored and proprietary research, white paper publishing, targeted speaking engagements, webinars or other types of materials/ research based projects.

Q: Can I contact BIG analysts?

A: BIG analysts are always available to speak with press and media members. We also provide open, unfettered access to end-user IT professionals. BIG analysts are also available to meet with technology vendors for out-bound product or “go-to-market” briefings. Subscribers to BIG services and those engaged in active projects are free to contact our analysts any time.